

Planning & Development Committee Meeting

Dave Shaw, Co-Chair—Planning & Development
Kathy Cromey, Co-Chair—Planning & Development
Pam Christenson, Secretary
Paul Dietmann, Treasurer
Julie Enloe, Jessica Fox, Kevin Gundlach, Lindsay Jones
Todd Kearney, Barb LeDuc, Ann McNeary, Shawn Tessmann
Jac Weitzel, Pamela Waters, Bryan Woodhouse

Tuesday, January 30, 2024
9:00 a.m. to 11:00 a.m.

Madison Area Technical College
Truax Campus – Room D1630C
1701 Wright Street
Madison, WI 53704

Members: Dave Shaw, Ben Breese, Pam Christenson, Julie Enloe, Mark Greene, Kevin Gundlach, Lindsay Jones, Ann McNeary, Michelle Szabrowicz, Shawn Tessmann, Pamela Waters, Bryan Woodhouse

Staff: Becca Collins, Jackie Hall, Becky Kikkert, Seth Lentz, Lameece Tyne, Chris Ziegel

Guests: Jon Danforth, Jason Frey

Agenda Item 1 – Welcome & Introductions

Shaw called the meeting to order at 9:03 a.m. and welcomed everyone. Everyone introduced themselves.

Agenda Item 2 – Review & Approval of the November 21, 2023 Meeting Minutes

Shaw requested a motion to approve the minutes of the November 21, 2023 Planning and Development Committee meeting as presented. Christenson moved to approve the minutes as presented. McNeary offered the second. No discussion followed on this motion. The vote was unanimous in favor of the motion.

Agenda Item 3 – Co-Enrollment Data Update

Hall shared with Members co-enrollment data spanning July 1, 2022 to June 30, 2023. Programs presented include Title 1 (T1) Adult Program, T1 Dislocated Worker Program, and T1 Youth Program with co-enrollments into Title 3 (T3) Wagner-Peyser, Veterans' Employment and Training Service (VETS), Title 4 (T4) Vocational Rehabilitation (DVR), and FoodShare Employment & Training (FSET).



Partnerships and pathways for economic growth

WDBSCW
3513 Anderson St, Ste 104
Madison, WI 53704 USA

+1 608 249 9001
info@wdbscw.org
www.wdbscw.org

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Tessmann requested confirmation on age limits for T1 Youth Programs.

Hall responded 24 years-of-age.

Christenson inquired on minimum age requirements for FSET.

Hall responded 18 years-of-age.

Hall reviewed the residents of workforce development area 10 (WDA 10) who are provided WIOA services in other regions of the state. Total participants of the south-central region served outside of WDA10 have been amended down to 21 individuals.

Lentz clarified the initial numbers presented at the November 21st Planning & Development Committee meeting were reviewed for accuracy.

Christenson requested further detail on Title 1 and Title 3.

Hall stated Title 3 are state-based staff located in the job center that provide initial services to the public. Title 1 staff are dedicated to providing in-depth services with direct case management.

Agenda Item 4 – Grant Pursuits and Dislocation Activity Updates

Kikkert briefed Members on Board grant pursuits. The Families and Workers Fund has applications open for their Powering Climate & Infrastructure Careers Challenge. Their budget offering amounts to \$1.5 million over a 3-year period. The funding will support state and local agencies, education and training providers, communities, small businesses, and workers. Partners will include the City of Madison, Dane County, DWD, MATC, OFS, Centro Hispano, Urban League of Greater Madison, WRTP|Big Step, and the United Way of Dane County. Board staff will conduct data analysis for the region to coordinate a roadmap to determine training that needs to be developed or inclusive training that comply with the U.S. Department of Labor's *The Good Jobs Initiative*.

Lentz added eligibility requirements for subsequent years are based on the success of the initial grant. Christenson asked if MadREP has been included in the grant submission and if additional staff may need to be acquired.

Kikkert confirmed MadREP is included and the Board will utilize existing resources available. Woodhouse asked which agency is providing the grant.

Kikkert moved onto the Opioid Disaster Recovery Dislocated Worker Grant. DOL has awarded the State's Department of Workforce Development (DWD) \$5 million to subgrant to local workforce development boards to build local coalitions surrounding opioid recovery and workforce development. All of Wisconsin's Workforce Development Boards will be partnering with DWD if the grant is awarded. The



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grant will provide employment and training activities, including supportive services, to address economic and workforce impacts related to widespread opioid use, addiction, and overdose. Kikkert reviewed the U.S. Economic Development Administration (EDA) Regional Technology and Innovation Hubs (Tech Hubs) Program. BioForward has received \$350,000 for planning to execute a BioHealth Tech Hub strategy. They will use the grant to validate the state's potential for rapid technology-led economic growth in biohealth, build upon the consortium's comprehensive regional strategy to grow Wisconsin's Tech Hubs, and help create a corresponding implementation plan and a workforce strategy informed by global experts, best practices, and regional stakeholders. EDA will offer an additional grant to make at least 5 of the 31 announced Tech Hubs designated to continue work with awards ranging from \$20 million to \$70 million.

Lentz noted there are a lot of meetings. The grant targets the Healthcare industry, specifically technicians. Skill sets and career tracks are different throughout the industry. Heavy focus in the south-east region of the state. Many tech colleges as well as the University system will be included as educational partners.

Kikkert reviewed Dislocation Activities from January 2023 to January 2024. Outreach and services have been provided to all affected workers. A job fair for affected workers has been planned for March 2024. Christenson inquired upon metrics for follow-up with affected employees.

Lentz stated Board staff are unable to track affected employees who are not enrolled with services provided by the Board. Collaboration with DWD can help to provide additional metrics.

McNeary encouraged increased collaboration with the Unemployment Insurance Division (UI) to promote rapid response sessions.

Agenda Item 5 – Local Plan Timeline Data Review and Discussion

Lentz summarized the process of conceptualization of the PY2024-2027 Local Plan, encompassing data and strategic planning based on the initiatives of the PY2024-2027 State Plan. The February Board of Directors' meeting will review the mission, vision, goals, and strategies. Public notice and review will be posted on April 6th. Submission of the plan will then go to DWD on May 15th.

Lentz reviewed service delivery strategies, beginning with the Career Pathways Framework. Work-Based Learning strategies are continually being developed and curated with the current economy. Career Services and Wrap-Around / Supportive Services are crucial. The Board has served 645 participants in Program Year 2022 [July 1, 2022 – June 30, 2023] (PY22), with 365 of them engaged in career services and 289 engaged in training & education. 245 participants served under WIOA Dislocated Worker, with 144 exiting to employment with an average hourly wage at \$24.69 reported at program exit. 400 participants served under WIOA Adult, with 198 exiting to employment with an average hourly wage at \$22.80 reported at program exit.

Szabrowicz asked if comparisons are completed and reported for demographic data.



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Lentz confirmed comparisons are performed but the data is not reported.

Lentz went over the service delivery performance scorecard and celebrated all measures have been exceeded as of Quarter 4, PY22.

Lentz detailed industry engagement metrics including business services team initiatives, industry partnerships, rapid response sessions, healthcare collaborative, and manufacturing group projects throughout the region. Capitalizing on Fast Forward grants and layoff transition services.

Lentz moved onto metrics with the regional labor force population breakdown by participation and educational attainment.

Tessmann inquired on the definition for individuals "*Not in Labor Force (16+)*".

Lentz specified the individuals are not working or actively looking for work. This can include full-time college students, homemakers, or the elderly.

Szabrowicz stated many individuals have left the labor force due to financial instabilities and the need for childcare.

Breese added that employers in the manufacturing industry are reaching out to the retired populations as a recruiting strategy.

Shaw detailed the detrimental effect of losing employees who have retained years of information on the job.

Szabrowicz emphasized the importance of co-enrollment and collaboration.

Lentz articulated the region is ahead of the national average in terms of educational attainment of an Associate's degree or Bachelor's degree.

Lentz reviewed jobs by industry within the region covering employment from 2022 and projections up to 2028. Driver industries for the region demonstrate a slight increase for 2028 projection with stagnation in *Finance and Insurance*.

Lentz detailed comparisons of data collected for 2018-2024 and 2022-2028. Many industries have decreased employment projections since 2018 data was collected.

Tessmann observed that conclusions are hard to draw with the COVID-19 pandemic.

Breese mentioned the difficulties of COVID-19 on the manufacturing industry.



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Szabrowicz commented on the shift of hiring standards with COVID-19 and the decrease of employment within the Information, Communication, and Technology Cluster.

Lentz summarized the industry median wage data, entry-level educational requirements, and industry training strategies for the region.

Breese inquired if the data captures training that's not credentialed through a school.

Lentz answered that these individuals fall under the *Postsecondary nondegree award* classification.

Christenson accentuated the importance of undocumented worker data.

Lentz specified the work performed with community partners on asylum seekers and individuals with expired documentation.

Lentz highlighted the February 14th Board meeting will include a presentation given by Dennis Winters on the impacts of Artificial Intelligence within the state.

Agenda Item 6 – Adjournment

With no additional business for the Committee, Shaw motioned to adjourn at 10:44 a.m.

Adjourned: 10:44 a.m.

Respectfully Submitted:

Ann McNeary
Board Secretary
Workforce Development Board of South Central Wisconsin, Inc.

Attachments for Board Records:

- Minutes from November 21, 2023
- Planning & Development PowerPoint
- Grants Summary Handout
- Dislocation Activity Handout